



# 2015 Rural Summit

Hosted by the Rural Maryland Council  
December 3, 2015  
DoubleTree Hotel, Annapolis

## WELCOME!

It is our sincere pleasure to welcome you to the 2015 Rural Summit. The Rural Maryland Council (RMC) has been working hard to advocate for the interests of rural Marylanders. As part of our work, we have been making every effort to breakdown existing barriers to effective collaboration. We *aspire* great things for rural Maryland!

We envision the Summit as an opportunity to bring people together to identify challenges to Rural Maryland and to share ideas. Sessions throughout the day include topics such as agriculture, community development, economic development, and health care. We will hear from key state leaders with panel discussions with Cabinet Secretaries as well as Legislators from the Maryland General Assembly.

We are excited to host Ms. Sheila Bair, who recently became the 28<sup>th</sup> president of Washington College after a remarkable career in government and public service, most notably as Chair of the Federal Deposit Insurance Corporation. Bair is a renowned advocate for financial reform. Ms. Jeannie Haddaway-Riccio will provide the plenary during the Rural Impact Awards Luncheon. As the Director of Intergovernmental Affairs for Governor Larry Hogan, Haddaway-Riccio is in a position to provide our gathering with a unique perspective of what is going on in Maryland today.

As we near the end of 2015, we celebrate the connections we have made and are thankful for the relationships we have forged. We are encouraged by all the people and projects that approach their work with *aspirations* for a better rural Maryland. We invite you to work with us. The RMC is uniquely positioned as an independent State agency to cross traditional boundaries, share information, and address in a holistic way the special needs and opportunities in rural Maryland.

We hope you enjoy the day!

Sincerely,

Scott Warner  
Chair, Rural Maryland Council and  
Executive Director, Mid Shore Regional Council

Doris S. Mason  
Co-Chair, Rural Maryland Council and  
Executive Director, Upper Shore Regional Council

## SPECIAL THANKS TO THE MEMBERS OF THE SUMMIT PLANNING COMMITTEE

We would like to recognize the following members of the Summit Planning Committee. These individuals provide constant support not only when we ask them for their help on a project like this, but every day: Mindie Burgoyne, Greg Farley, Susan R. Harrison, Joshua Hastings, Doris S. Mason, Steve McHenry, Robin McKinney, Nancy K Nunn, Temi Oshiyoye, Odette Ramos, Joanne Richart-Young, Dona Sorce, Matthew Tefteau, Mike Thielke, and Scott Warner.

### Summit Agenda

8:00 am - 8:45 am Participant Registration and Exhibitor Set-up  
**Registration Sponsored by the Upper Shore Regional Council**

### Opening Plenary

8:45 am – 9:30 am **Introduction:**  
*Scott Warner*, RMC Chair and Executive Director, Mid Shore Regional Council  
**Welcome and Introduction:**  
*Doris Mason*, RMC Co-Chair and Executive Director, Upper Shore Regional Council  
**Keynote Speaker:**  
*Sheila Bair*, President, Washington College

Sheila C. Bair became president of Washington College on August 1, 2015, after a remarkable career in government and public service, most notably as Chair of the Federal Deposit Insurance Corporation.

Appointed to lead the FDIC by President George W. Bush in 2006, Bair led the agency skillfully for a five-year term during one of the nation's most challenging periods. One of the first officials to warn about the oncoming subprime mortgage debacle, she worked relentlessly to represent the interests of homeowners, bank customers and taxpayers as the crisis played out, prompting TIME Magazine to label her "the little guy's protector-in-chief." She was awarded a John F. Kennedy Profile in Courage Award, and Forbes twice named her the second most powerful woman in the world, behind Germany's Chancellor Angela Merkel. Bair chronicled her five years at the FDIC in the best selling *Bull by the Horns: Fighting to Save Main Street from Wall Street and Wall Street from Itself*, and in a 2015 book for younger readers, *Bullies of Wall Street*.

### Breakout Sessions

9:40 am – 10:25 am **Mainsail Main**  
*What are Maryland's State Agencies Doing to Help Agriculture?*  
**Speakers**  
*Sarah Everhart, Dean Fisher, Susan Payne*  
*Moderator: Mark Powell*

Almost one-third of Maryland's land use is agriculture. From dairy, grain, livestock production to seafood, poultry and turf production, Agriculture employs more than 45,000 Marylanders and contributes more than \$8.5 billion in economic impact annually. Maryland farmers stand at the intersection of many competing interests and demands. Learn more about what Maryland agencies are doing to help promote and protect our agriculture economy.

## Breakout Sessions

9:40 am – 10:25 am  
(continued)

### **Mainsail East**

*What are the Maryland Department of Housing and Community Development and the Maryland Department of Planning Doing to Help Rural Communities?*

### **Speakers**

*Peter Conrad, John Maneval*  
*Moderator: Odette Ramos*

With the new state administration, both the Maryland Department of Planning and the Maryland Department of Housing and Community Development have increasing importance in rural community development. Both agencies are expanding their scope and range of programming to rural communities. Hear more about these activities and how your rural communities can benefit.

10:30 am – 11:15 am

### **Mainsail Main**

*The Public Sector Can't Do it All: Developing Capacity and Prosperity in Rural Communities through Philanthropy*

### **Speaker**

*Barry Denk*  
*Moderator: Dan Rider*

Our rural population is increasingly aging as the younger generation moves into urban settings and retirees choose to move into rural communities. For example, in Worcester County approximately one-third of its population will be 65 or older by 2030. When this older generation passes on, the accumulated wealth is transferred to the next; however, this intergenerational transfer usually means that the accumulated wealth moves from the rural community in which it was held to a suburban or urban one. In supporting place-based economic and community development strategies, a transfer of wealth analysis could help rural communities embrace change and envision a strong future. Communities that are able to understand their strengths enable them to prepare successful development strategies.

### **Mainsail East**

*Improving Access to Care in Maryland through Innovative Telehealth Initiatives*

### **Speakers**

*Kelly Coble, Angela Evatt, John Kornak*  
*Moderator: Tom McLoughlin*

Effective use of telehealth has the potential to increase access to care, improve patient outcomes, and support the delivery of more comprehensive care. This presentation will explore the telehealth landscape in Maryland, discuss the work of the Telemedicine Task Force and discuss the work of the University of Maryland School of Medicine in expanding opportunities for telehealth deployment. This session will highlight lessons from select telehealth demonstration projects and explore future collaborative opportunities to expand telehealth initiatives for rural areas in the State.

## Plenary

11:30 am – 12:30 pm

### **Key State Leaders Panel**

**Moderator:** The Honorable *Jeannie Haddaway-Riccio*  
Director, Intergovernmental Affairs, Governor's Office

### **Cabinet Secretaries:**

*Mark Belton*, Secretary, Maryland Department of Natural Resources

*Jim Eichhorst*, Deputy Secretary, Maryland Department of Agriculture

*Mike Gill*, Secretary, Maryland Department of Commerce

*Ben Grumbles*, Secretary, Maryland Department of the Environment

*Ken Holt*, Secretary, Maryland Department of Housing and Community Development

*Wendi Peters*, Deputy Secretary, Maryland Department of Planning

## Luncheon Plenary

12:30 pm – 2:00 pm

### **Maryland Rural Impact Awards Luncheon** ***Luncheon Sponsored by Grow & Fortify, LLC***

#### **Address and Introduction:**

*Secretary Mike Gill, Maryland Department of Commerce*

#### **Plenary:**

*The Honorable Jeannie Haddaway-Riccio,*

*Director, Intergovernmental Affairs, Governor's Office*

Jeannie Haddaway-Riccio is the Director of the Intergovernmental Affairs for the Hogan Administration. Her professional experience includes being a member of Maryland House of Delegates, representing District 37B (Caroline, Dorchester, Talbot & Wicomico Counties, from August 19, 2003 to January 14, 2015), working as a Development Officer for Audubon Maryland-District of Columbia, Administrative Assistant with the Department of the Environment and Vice President of University Affairs at Salisbury University.

Haddaway-Riccio was born in Easton, Maryland and raised in Neavitt, Maryland. She attended St. Michaels High School and received a bachelor's degree from Salisbury University. She is the owner of Dragonfly Designs, LLC., a graphic and web-design company. She is active in many organizations including but not limited to: the Talbot County Republican Central Committee; Mid-Shore League of Republican Women; Republicans for Environmental Protection, and is the founder and past president of Mid-Shore Young Republicans.

#### **Awards Ceremony for:**

- **Outstanding Rural Community Development**
- **Outstanding Rural Community Volunteer**
- **Outstanding Rural Economic Development**
- **Rural Champion**

## Breakout Sessions

2:15 pm – 3:00 pm

#### **Mainsail Main**

*Resources for Maryland Businesses and  
Attracting New Business to Maryland*

#### **Speaker**

*Jayson Knott*

*Moderator: Scott Warner*

Formerly known as the Maryland Department of Business and Economic Development (DBED), the new Department of Commerce will focus on attracting, retaining, and expanding businesses and creating jobs in Maryland. The department will also place a renewed focus on better serving the diverse industries and geographic regions of the state, and marketing Maryland's many assets to companies across the nation and abroad. In addition to changes within the department to enhance business services and recruitment efforts, Commerce will take a larger role in coordinating a multi-state-agency effort to better respond to business issues.

#### **Mainsail East**

*A Review of State Health Improvement Plan  
(SHIP) Progress in Rural Counties*

#### **Speaker**

*Roxanne Hale*

*Moderator: Tom McLoughlin*

There are 39 State Health Improvement Plan measures spread across 5 vision areas. This session will provide a review of shortages of physicians by rural county. It will also cover how to use SHIP measures and describe activities being taken in rural counties.

## Breakout Sessions

3:05 pm – 3:50 pm

### **Mainsail Main**

*Maryland's Buy Local Food Movement and Efforts to Encourage Local Food Production*

### **Speakers**

*Greg Bowen, Colby Ferguson, Ginger Myers*  
*Moderator: Kelly Dudeck*

The Buy Local trend for Maryland agricultural products is highly touted as the most profitable growth sector for farmers and food product entrepreneurs. We have farmers markets established throughout the state, our Farm to School program appears to be flourishing, restaurants tout local ingredients on their menus, and local hospitals are purchasing foods for their menus direct from farmers. The Baltimore-Washington corridor contains the 4th largest population in the country; yet, Maryland ranked 21st in the nation in commitment to local foods. Hear a panel discussion about the future of Maryland agriculture and the Buy Local Food movement.

### **Mainsail East**

*Financial Stability: Moving People to Action and Achieving Financial Wellness*

### **Speakers**

*Sue Rogan*  
*Moderator: Robin McKinney*

Attend this interactive session to learn and discuss the definition of financial stability and specifically how financial coaching plays a role in building financial stability. Understand what financial coaching is and is not, the positive impact it has with rural communities and how to provide a financial coaching program to clients.

## Closing Plenary

4:00 pm – 4:45 pm

### **State Government Panel**

**Moderator:** *Josh Hastings*, RMC Legislative Committee Chair;  
and Policy Manager, Eastern Shore Land Conservancy

### **Legislators:**

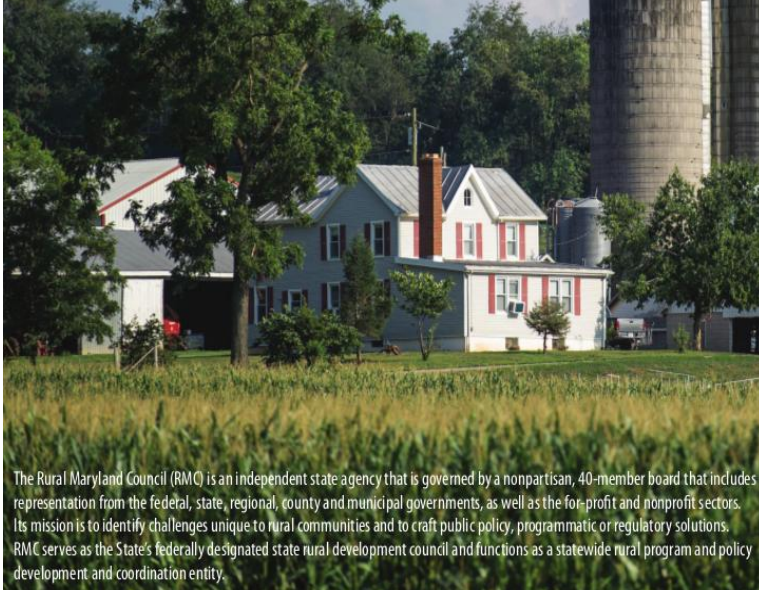
*The Honorable Kumar Barve*, Chair of House Environment and Transportation Committee (Confirmed),  
*The Honorable Adelaide Eckardt*, Member Senate Budget and Taxation Committee (Confirmed)  
*The Honorable Mac Middleton*, Chair Senate Finance Committee (Confirmed),  
*The Honorable Maggie McIntosh*, Chair House Appropriations Committee (Confirmed)

5:00 pm – 6:00 pm

### **Networking Reception**



## Celebrating Maryland's Proud Rural Heritage



The Rural Maryland Council (RMC) is an independent state agency that is governed by a nonpartisan, 40-member board that includes representation from the federal, state, regional, county and municipal governments, as well as the for-profit and nonprofit sectors. Its mission is to identify challenges unique to rural communities and to craft public policy, programmatic or regulatory solutions. RMC serves as the State's federally designated state rural development council and functions as a statewide rural program and policy development and coordination entity.

### Maryland Agricultural and Resource-Based Industry Development Corporation

Today more than half of all Maryland's land area remains working farm and forestland. This, coupled with the bounty of the Chesapeake Bay, provides an important heritage of quality local food and fiber production, by typically small family-run businesses.

Partnering with commercial banks and farm credit associations to offer low-interest loans to young and beginning farmers and other rural businesses looking to expand or diversify their operations, MARBIDCO has several programs aimed to assist agricultural and resource-based businesses.

Since its inception in 2007, MARBIDCO has funded over 325 farm and rural business projects in almost every county in Maryland. Additionally, MARBIDCO has assisted more than 150 young and beginning farmers (many with helping to purchase their first farms); supported the implementation of almost 140 on-farm value added processing projects; and, helped State and county governments to preserve rural working land through various bond finance programs.

To find out how MARBIDCO can help with rural business financing or rural land preservation projects, contact us at (410) 267-6807, or visit us on the web at [www.marbidco.org](http://www.marbidco.org).



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## Maryland State Office of Rural Health

### Mission

The Maryland **SORH's** mission is to improve the quality of healthcare for all rural Marylanders by developing strong partnerships; building local resources; promoting relevant state and national rural health policies; and supporting efforts to recruit and retain health care providers in rural areas.

### SORH PRIORITIES

- TECHNICAL ASSISTANCE
- RURAL RECRUITMENT AND RETENTION
- INFORMATION COLLECTION AND DISSEMINATION
- COORDINATING RURAL HEALTH INTERESTS AND ACTIVITIES
- IMPROVING ACCESS TO CARE IN RURAL MARYLAND

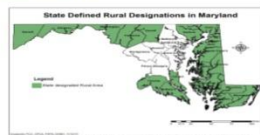
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## Maryland WholeHome

The Maryland Department of Housing and Community Development's loans and grants can help you make valuable repairs and enhancements to your home that lower your family's monthly utility bills and improve your quality of life.

With our low-interest rate loans and grants, having a healthier home that saves money is easier than ever.

Learn more at

[dhcd.maryland.gov](http://dhcd.maryland.gov)

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Ellington Churchill, Jr., Deputy Secretary

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#### Event Sponsors:

Grow & Fortify, LLC - Luncheon  
MidAtlantic Farm Credit - Breakfast  
Upper Shore Regional Council - Registration Table